DOCUMENT RESUME

ED 272 060 HE 019 482

TITLE	Corporate Support of Education, 1984.
INSTITUTION	Council for Financial Aid to Education, New York, N.Y.
PUB DATE	Dec 85
NOTE	35p.; For the 1983 report, see ED 260 611.
AVAILABLE FROM	Council for Financial Aid to Education, Inc., 680 Fifth Avenue, New York, NY 10019 ($12.00).
PUB TYPE	Statistical Data (110) -- Reports - Descriptive (141)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Business Cycles; *Corporate Support; *Donors; Economic Factors; *Higher Education; Income; *Industry; National Surveys; *Philanthropic Foundations; *Private Financial Support; *School Business Relationship

ABSTRACT

Results of the Council for Financial Aid to Education's 1984 survey of 422 companies providing financial support to higher education are summarized. Attention is directed to: national trends in corporate pretax net income and contributions; inflation; corporate support in relation to total voluntary support and institutional expenditures; the distribution and types of corporate contributions; foundation cash flow by industry; changes in market value of corporate foundation assets by industry; total support of education in relation to worldwide pretax net income and assets; support of education by major marketing areas; comparative rankings of educational support by industry; support of education by purpose; and contributions by manufacturing companies. National estimates include: corporate support of education in 1984 rose 16.4% to an estimated $1.6 billion; education claimed the largest share of total corporate contributions at 42.1%; total corporate contributions rose 15.2% to an estimated $3.8 billion. Survey results from the 422 companies indicate that more than three-fifths of product gifts went to education, and gifts of company products and other property to all causes more than doubled in 1984 to comprise 21.2% of reported contributions. Problems of measuring total corporate contributions are discussed in an appendix. (SW)

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CORPORATE SUPPORT OF EDUCATION 1984

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CFAE

Council for Financial Aid to Education, Inc.
680 Fifth Avenue, New York, N.Y. 10019

December 1985

Corporate Support of Education 1984

Highlights

National Estimates — Page 2

Corporate Support of Education in 1984 Rose 16.4 Percent to an estimated $1.6 billion

Education Claimed the Largest Share of total corporate contributions at 42.1 percent

Total Corporate Contributions Rose 15.2 Percent to an estimated $3.8 billion

Survey Results from 422 Companies — Page 5

Gifts of Company Products and Other Property to all causes more than doubled in 1984 to comprise 21.2 percent of reported contributions

More Than Three-Fifths of Product Gifts Went to Education

Charitable Contributions by Company Foundations were almost matched by company gifts to the foundations, producing the smallest shortfall in five years

304 Companies Reporting in Both the 1984 and the 1983 Surveys showed a 24.2 percent rise in education support and a 24.1 percent growth in total gifts

Departmental and Research Grants Garnered 34.8 Percent of all education support reported by 411 companies in 1984, up from 24.0 percent reported by 534 companies in 1982; unrestricted grants fell from 12.0 percent to 7.7 percent

Appendix — Page 16

Based on data reported in the Annual Survey of Corporate Contributions, cosponsored by CFAE and The Conference Board.

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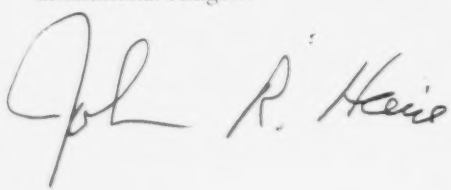
A good year...

Corporate contributions to education and to all other causes rose sharply in 1984 after a somewhat sluggish performance in 1983. Two years of profit growth exercised a positive effect on corporate gifts. Respondents to the 1984 annual survey of corporate contributions, the eleventh jointly conducted by the Council for Financial Aid to Education and the Conference Board, reported large increases in both total contributions and grants to education—15.2 percent and 16.4 percent, respectively.

An increasing proportion of corporate gifts—just over one-fifth in 1984—now take the form of company products and other property. Education is the primary beneficiary of these product gifts. They are welcome additions indeed to college and university research efforts, where obsolescent equipment is of continuing concern. Inflation slowed, relieving this pressure on college and university budgets. And once again, although some institutions experienced declines, enrollment held steady overall, thanks largely to increases in part-time and adult students.

Storm clouds still lie ahead, however. Not only do university laboratories need new equipment, but maintenance of the entire higher education enterprise has long been deferred and must be attended to. An upturn in the pool of 18-year-olds is not expected for several years, so that expensive competition for students will continue. Faculty salaries have still not caught up with the inflationary pressures of the last several years, and many able teachers and researchers are still being tempted to join other enterprises rather than stay in education.

Corporate contributions are becoming more important to colleges and universities in their attempts to deal with these problems. The corporate share of all private gifts to education has risen from just over 13 percent in the early 1970s to over 23 percent in 1984-85 and now accounts for 1.6 percent of institutional budgets.



John R. Haire
President

Table I
National Trends in Corporate Pretax Net Income and Contributions

Year	Corporate Pretax Net Income* (billions of dollars)	Corporate Contributions (millions of dollars)		Contributions as a Percentage of Corporate Pretax Net Income		Educational Support as a Percentage of Total Contributions
		Total**	Education***	Total	Education	
1969	86.7	1,055	375	1.22	0.43	35.5
1970	75.4	797	320	1.06	0.42	40.2
1971	86.6	865	345	1.00	0.40	39.9
1972	100.6	1,009	365	1.00	0.36	36.2
1973	125.6	1,174	410	0.93	0.33	34.9
1974	136.7	1,200	445	0.88	0.33	37.1
1975	132.1	1,202	450	0.91	0.34	37.4
1976	166.3	1,487	560	0.89	0.34	37.7
1977	194.7	1,791	665	0.92	0.34	37.1
1978	229.1	2,084	780	0.91	0.34	37.4
1979	252.7	2,288	880	0.91	0.35	38.5
1980	234.6	2,359	980r	1.01	0.42r	41.5r
1981	221.2	2,514	1,090r	1.14	0.49r	43.4r
1982	165.5	2,906	1,300r	1.76	0.79r	44.7r
1983	203.2	3,300***r	1,375r	1.62	0.68r	41.7r
1984	235.7	3,800***	1,600	1.61	0.68	42.1

*U.S. Department of Commerce
**Internal Revenue Service
***CFAE
r Revised

Note: The figures for total corporate contributions and corporate contributions to education are not completely comparable. The former is an IRS figure that *includes* company grants to their own sponsored foundations and *excludes* the gifts and grants made by these foundations. As a consequence, they understate the consolidated total of corporate and corporate-foundation contributions for the period after 1979 and other years in which foundation giving is larger than company grants to their foundations (see Table VI). The figures for corporate contributions to education, on the other hand, are CFAE estimates that include the grants made by both corporations and corporate foundations. As a result the large changes in educational support as a percentage of total contributions are heavily influenced by this lack of comparability. See also the appendix for additional comments.

Part I. National Trends in Corporate Support of Education

Growth in corporate support of education rose sharply in 1984 after a sluggish rise in 1983. Gifts to education gained $225 million, reaching an estimated total of $1.6 billion. This was an increase of 16.4 percent over the revised estimate of $1.375 billion in 1983. Since pretax net income (PTNI) rose at almost the same rate, corporations gave about the same share of profits as in 1983. Education's share of total contributions rose slightly to 42.1 percent in 1984 because of the somewhat slower growth in total gifts.

Corporate grants to all philanthropic organizations reached a record high of $3.8 billion in 1984, a $500 million increase of 15.2 percent over the revised estimate of $3.3 billion in 1983. Because PTNI grew at a faster rate than total contributions, their share of corporate profits dropped slightly.

In 1984 total contributions were 3.6 times those in 1969, while gifts to education more than quadrupled (up to 4.3 times). 1984 profits, on the other hand, were only 2.7 times those in 1969, having gone through three periods of recession. The increases in both total contributions and support of education outpaced inflation as measured by the Consumer Price Index, which was only 2.8 times its 1969 level in 1984. During the whole period annual increases in education support outstripped those in both total gifts and profits (see table below).

Total corporate contributions are able to expand during profit downturns, in large part because of the existence of a large number of corporate foundations. Foundations maintain or increase their grants during recessions—by using earnings on their assets, by dipping into their assets or by a combination of the two—thereby making up for cuts in contributions by their sponsoring companies. In periods of high profits, sponsors put more into their foundations than they pay out, thus replenishing the foundations' assets.

The Economic Recovery Tax Act of 1981 spurred increased donations of company products by granting enhanced tax deductions for gifts of inventory items to educational institutions for research or training in research. Gifts of inventory are especially attractive to corporations in recession periods. They lower the value of inventory, provide a tax deduction and do not act as a drain on cash.

The total contributions reported in **Table I** are those reported to the Internal Revenue Service (IRS) on income tax returns. They include transfer payments made *to* corporate foundations but do not include contributions made *by* the foundations. In 1980, 1981 and 1982, as is common in recession periods, payments into foundations were smaller than the grants foundations made. The negative gap between grants into and payments out of these foundations grew larger in each of those years. Such deficits have continued, although now in rapidly decreasing amounts because of the rise in profits. (See Table VI, page 6, for details.) The IRS figures thus understate the actual flow of corporate contributions to education and other donees during periods of foundation deficits and overstate the flow when contributions to foundations exceed their grants.

CFAE's estimates of education support, on the other hand, include the gifts and grants made *by* the foundations but exclude company payments *to* them. This provides a more accurate estimate of corporate monies actually received by donees than do the government figures.

The Effects of Inflation

Much of the growth in both total corporate contributions and in education's share of these grants has been fueled by inflation, especially during the last 15 years. During the early 1970s the Consumer Price Index (CPI), the most commonly used measure of inflation, rose about 6 per cent a year, while corporate grants to all causes grew at slightly less than half that rate and education gifts at just over half. In 1974 inflation reached a double-digit level (11 percent), slowed for several years and again recorded double-digit rates in 1979, 1980 and 1981. Since then the growth in the CPI has been considerably slower, with rates that have not been seen since 1971 and 1972 (3.2 percent in 1983 and 4.3 percent in 1984).

Here are average annual growth rates for the CPI, PTNI and corporate contributions—both total and to education—between 1969 and 1984:

Average Annual Growth Rates

			Corporate Contributions	
	CPI	PTNI	Total	Education
1969–1974	6.1%	9.5%	2.6%	3.4%
1974–1979	8.0	13.1	13.8	14.6
1979–1984	7.4	9.9	10.7	12.7
1969–1984	7.2	6.9	8.9	10.2

Corporate contributions only slightly outpaced inflation. In real terms total gifts rose at an annual rate of 1.6 percent and education support at 2.8 percent between 1969 and 1984. Both declined in real terms during the first five-year period and expanded by average annual rates of 5.3 percent and 6.1 percent, respectively, between 1974 and 1979. In the last five years growth in all the measures, in both current and constant dollars, has slowed slightly.

The eroding effect of inflation on corporate support of education is shown graphically in **Chart 1**. Although gifts in current dollars have risen steadily and steeply since 1975, the picture changes when these gifts are adjusted for inflation using the CPI (1967 = 100). In constant dollars education grants rose in most years, but they stayed steady in 1979 and 1980 and declined in 1981. Overall they have grown, but not nearly as much as the current-dollar figures would suggest.

Chart 1
Estimated Corporate Contributions to Education, 1967-1984 (millions of dollars)

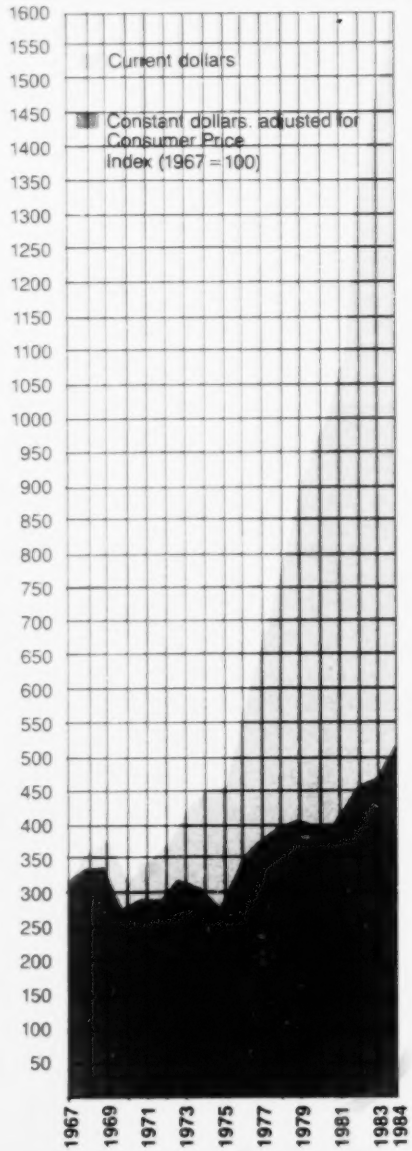


Table II
Corporate Support of Colleges and Universities in Relation to Total Voluntary Support and Institutional Expenditures

Year	Total Expenditures of Institutions of Higher Education* (billions of dollars)	Voluntary Support of Institutions of Higher Education** (millions of dollars)		Voluntary Support as a Percentage of Institutional Expenditures		Corporate Support as a Percentage of Total Voluntary Support
		Total	Corporate	Total	Corporate	
1969-70	24.7	1,780	269	7.2	1.1	15.1
1970-71	26.9	1,860	259	6.9	1.0	13.9
1971-72	29.1	2,020	275	6.9	0.9	13.6
1972-73	31.3	2,240	318	7.1	1.0	14.2
1973-74	34.2	2,240	354	6.5	1.0	15.8
1974-75	38.9	2,160	357	5.6	0.9	16.5
1975-76	42.6	2,410	379	5.6	0.9	15.7
1976-77	46.1	2,670	446	5.8	1.0	16.7
1977-78	49.4	3,040	508	6.1	1.0	16.7
1978-79	54.1	3,230	556	6.0	1.0	17.2
1979-80	62.5	3,800	696	6.1	1.1	18.3
1980-81	70.5	4,230	778	6.0	1.1	18.4
1981-82	77.3	4,860	976	6.3	1.3	20.1
1982-83	83.3	5,160	1,112	6.2	1.3	21.5
1983-84	90.1	5,600	1,271	6.2	1.4	22.7
1984-85p.	95.5	6,400	1,500	6.7	1.6	23.4

*U.S. Department of Education.
**Estimates by CFAE from Surveys of Voluntary Support of Education.
p Preliminary.

The Importance of Corporate Support to Higher Education

Corporations have historically devoted between 70 and 75 percent of their total education support directly or indirectly to colleges and universities. Prior to the early 1970s this support accounted for between 14 and 16 percent of all voluntary support received by the colleges from all sources, according to responses received from colleges and universities to the Council's annual survey of voluntary support of education. According to these surveys, the picture began to change in the last decade, as can be seen in **Table II**. Corporate gifts rose slightly faster than all voluntary support in the five years ending June 30, 1975, and the differential growth increased between 1974-75 and 1979-80. The corporate share of total voluntary support crept slowly up during these years. Since 1979-80 corporate support of colleges has risen at an extraordinary rate—an average 16.6 percent each year—and by 1984-85 provided over 23 percent of all gifts to the colleges.

Institutional expenditures for both current operations and capital outlays grew at an average rate of 9.4 percent each year between 1969-70 and 1984-85. After 1974-75 gifts rose faster than institutional expenditures, thus providing increasing shares of college budgets. Much of the growth in institutional expenditures in the early period was fueled by expanding enrollments and by the establishment of new schools—especially public four- and two-year institutions. Inflation was also responsible for much of the budget expansion, especially after 1974-75. In constant dollars, adjusted for the Consumer Price Index (1967 = 100), college expenditures rose only an average 1.3 percent a year between 1974-75 and 1979-80 and have risen only 1.0 percent a year since. Indeed the preliminary estimate of $95.5 billion in institutional expenditures in 1984-85 represents the smallest rise in these budgets in the last 20 years.

Neither total voluntary support nor corporate support is as important to college budgets today as both were prior to the mid-1960s. All private gifts then supplied between 10 and 14 percent and corporate gifts between 1.4 and 1.9 percent of total institutional expenditures. Corporate support, however, at 1.6 percent, is now approaching the earlier higher level.

In the past, the largest percentage of private gifts came from individuals and foundations, and the largest share of those gifts went to private institutions. This picture is still true but has been changing. A recent CFAE analysis of giving patterns between 1965-66 and 1982-83 revealed that corporate gifts rose at

faster annual rates than did gifts from any of the other major sources. The share of total voluntary support provided by foundations declined steadily as the amount of corporate gifts rose; the share accounted for by individual donors remained relatively constant. Gifts to public four-year colleges grew faster than did gifts to either private four-year institutions or two-year schools. More private colleges than public colleges are raising funds, which may be one reason why the total reported by private colleges is still larger than that reported by public institutions, but the difference is gradually decreasing.

Several factors have been responsible for the growth in corporate support. Over 1,000 corporations now sponsor matching-gift programs, most of which match an employee's gift dollar for dollar. Some double or triple match. Gifts of company products have proliferated, especially since the enactment of the Economic Recovery Tax Act in 1981. Colleges usually report these gifts at list price, although the donors must report them to the IRS at a lower value. The difference between these two figures—now believed to be more than $150 million—tends to inflate the voluntary support amounts reported by the colleges. Gifts of other property—often surplus equipment and property—have also helped corporate support of education grow.

Part II. The Survey Results

A total of 422 companies responded to the 1984 Annual Survey of Corporate Contributions, conducted jointly by the Council for Financial Aid to Education and the Conference Board. The number of respondents has shrunk in recent years for two primary reasons. First, many former respondents have merged or have been the objects of leveraged buyouts and therefore no longer have independent contributions programs to report.

In addition, the survey sample was streamlined in 1982 to include only the *Fortune* 1,000 manufacturing companies, the top 50 to 100 of each of the nonmanufacturing industry groups and other companies with contributions budgets of $100,000 or more. Previous research determined that corporations reporting gifts of $100,000 or more, although less than 1 percent of all corporations, make 65 percent of all corporate gifts.

The respondents to this survey, therefore, although not representative of the total corporate community, are among those who give the largest share of total corporate contributions. Only ten respondents, or 2.4 percent of the sample, had contributions budgets of under $100,000 in 1984.

Table III
Percentage Distribution of Corporate Contributions

	1981 (789)	1982 (534)	1983 (471)	1984 (415)
Education	36.7%	40.7%	39.0%	38.9%
Health and Human Services	33.6	31.0	28.7	27.7
Culture and Art	11.9	11.4	11.4	10.7
Civic Activities	11.7	11.7	14.8	18.8
Other	6.1	5.2	6.1	3.9
	100.0%	100.0%	100.0%	100.0%

(Numbers in parentheses show the number of companies reporting.)

Table IV
Company Gifts by Type
(millions of dollars)

	1983		1984	
	Amount	% of Total	Amount	% of Total
Cash	$1,109.09 (446)	88.1	$1,119.07 (405)	77.8
Securities	4.64 (13)	0.4	14.09 (12)	1.0
Company Products	84.31 (79)	6.7	147.37 (74)	10.2
Other Property	60.39 (85)	4.8	157.41 (79)	11.0
Total	$1,258.43 (447)	100.0	$1,437.94 (405)	100.0

(Numbers in parentheses show the number of companies reporting.)

Table V
Gifts of Company Products, by Industry
(thousands of dollars)

	1983				1984			
	Total	% of Total	Education	Ed. as % of Total	Total	% of Total	Education	Ed. as % of Total
Electrical Machinery	$38,070	45.2	$32,257 (13)	84.6	$ 43,201	29.3	$37,261 (12)	86.2
Pharmaceuticals and Chemicals	37,112	44.0	14,815 (4)	39.9	35,232	23.9	5,058 (1)	14.4
Telecommunications	—	—	—	—	33,346	22.6	33,346 (1)	100.0
Transportation Equipment	320	0.4	220 (1)	68.8	13,934	9.5	13,816 (2)	99.2
All Others	8,810	10.4	32 (7)	0.4	21,664	14.7	1,548 (14)	7.1
Total	$84,312	100.0	$47,324	56.1	$147,377	100.0	$91,029	61.8

(Numbers in parentheses show the number of companies reporting.)

Table VI
Structure of Corporate Contributions
(millions of dollars)

	1979	1980	1981	1982	1983	1984
Total Company Gifts	$855.7 (763)	$ 944.7 (709)	$1,039.1 (768)	$1,116.8 (519)	$1,250.7 (484)	$1,448.9 (404)
Less: Gifts to Company Foundations	372.1 (291)	381.4 (249)	361.6 (239)	367.1 (186)	435.7 (159)	562.2 (157)
Direct Company Gifts to Others	483.6 (722)	563.3 (661)	677.5 (735)	749.7 (494)	815.0 (461)	886.7 (388)
Plus: Company Foundation Gifts	351.9 (352)	431.3 (353)	493.3 (359)	531.9 (286)	553.0 (270)	569.2 (230)
Total Corporate Contributions	$835.5 (786)	$994.6 (732)	$1,170.8 (789)	$1,281.6 (534)	$1,368.0 (503)	$1,455.9 (422)
Difference Between Foundation Receipts and Foundation Gifts	+$20.2	−$49.9	−$131.7	−$164.8	−$117.3	−$ 7.0
Cumulative Change from 1974	+162.3	+112.4	− 19.3	− 184.1	− 301.4	−308.4
Number of Companies with Foundations	379	376	389	297	283	243

(Numbers in parentheses show the number of companies reporting.)

The experiences of the 422 respondents are shown beginning with Table III. **Tables III** through **V** show the distribution of corporate contributions among various donee groups and the type of gifts made—cash, securities, company products or other property. **Tables VI** through **IX** show the importance of company foundations in corporate contributions programs.

Tables X through **XIV** relate both total contributions and education support to pretax net income and to assets, broken down by industry, by size of these financial measures and by geographic distribution of the corporate headquarters. The share of total contributions devoted to support of education by industry, size of manufacturing companies and by marketing areas is also shown.

In alternate years respondents are asked for detailed breakdowns of the purposes for which they made grants. The final report tables, **XV** and **XVI**, show the uses corporations in various industries designated for their grants.

Table VII
Percentage of Reporting Companies with Corporate Foundations, by Industry, 1984

Industry	Percentage
MANUFACTURING	
Fabricated Metals (9)	100.0
Primary Metals (10)	90.9
Rubber (5)	83.3
Transportation Equipment (12)	80.0
Pharmaceuticals (9)	75.0
Printing & Publishing (8)	72.7
Stone, Clay & Glass (5)	71.4
Chemicals (20)	69.0
Food, Beverage & Tobacco (15)	68.2
Machinery (12)	66.7
Paper & Allied Products (11)	64.7
Electrical Machinery (16)	57.1
Petroleum & Gas (10)	50.0
Textiles & Apparel (4)	50.0
Mining (1)	25.0
All Manufacturing (147)	67.7
NONMANUFACTURING	
Engineering & Construction (1)	100.0
Finance (5)	71.4
Banks (34)	61.8
Business Services (3)	60.0
Insurance (27)	56.3
Merchandising (7)	41.2
Transportation (3)	33.3
Utilities (14)	25.9
Telecommunications (2)	22.2
All Nonmanufacturing (96)	46.8
ALL COMPANIES (243)	57.6

(Numbers in parentheses show the number of foundations.)

Table VIII
Foundation Cash Flow, by Industry, 1984

Industry	Payments into Foundations	Earnings	Grants Made by Foundations	Net Change
MANUFACTURING				
Chemicals(15)	$ 39,345,783	$ 3,034,471	$ 37,865,280	+ $ 4,514,974
Electrical Machinery(15)	42,270,147	12,758,686	45,816,169	+ 9,212,664
Fabricated Metals(4)	2,832,000	635,571	2,583,022	+ 884,549
Food, Beverage & Tobacco(10)	27,155,370	28,447,843	20,841,742	+ 34,761,471
Machinery(6)	11,882,614	958,425	8,032,357	+ 4,808,682
Paper & Allied Products(6)	3,065,600	720,429	3,125,313	+ 660,716
Petroleum & Gas(7)	118,080,192	28,595,556	124,479,573	+ 22,196,175
Pharmaceuticals(7)	20,916,000	1,710,433	18,131,387	+ 4,495,046
Primary Metals(5)	6,128,251	6,769,693	11,844,850	+ 1,053,094
Printing & Publishing(4)	6,704,197	679,510	7,213,770	+ 169,937
Rubber(3)	815,710	1,482,366	1,423,882	+ 874,194
Stone, Clay & Glass(3)	4,827,722	931,037	5,668,516	+ 90,243
Textiles & Apparel(2)	805,000	159,801	1,074,900	– 110,099
Transportation Equipment(5)	53,566,927	14,533,978	44,257,753	+ 23,843,152
Total(92)	$338,395,513	$101,417,799	$332,358,514	+ $107,454,798
NONMANUFACTURING				
Banks(12)	$ 17,105,485	$ 2,255,377	$ 14,080,925	+ $ 5,279,937
Business Services(1)	369,618	375,369	946,440	– 201,453
Finance(5)	2,593,817	1,813,112	3,107,575	+ 1,299,354
Insurance(8)	11,129,508	6,073,212	17,547,684	– 344,964
Merchandising(3)	15,705,805	2,752,528	18,443,415	+ 14,918
Telecommunications(2)	103,894,922	10,340,773	24,193,012	+ 90,042,683
Transportation(3)	10,775,000	604,411	9,558,184	+ 1,821,227
Utilities(8)	17,752,965	2,860,850	7,005,932	+ 13,607,883
Total(42)	$179,327,120	$ 27,075,632	$ 94,883,167	+ $111,519,585
GRAND TOTAL(134)	$517,722,633	$128,493,431	$427,241,681	+ $218,974,383

(Numbers in parentheses show the number of companies reporting.)

Table IX
Changes in Market Value of Corporate Foundation Assets, by Industry, 1984

	Assets as of 12 31 83	Assets* as of 12 31 84	Net Change in Assets*	% Change
MANUFACTURING				
Chemicals(20)	$ 93,480,711	$ 89,530,428	− $ 3,950,283	− 4.2
Electrical Machinery(16)	139,936,193	132,794,436	− 7,141,757	− 5.1
Fabricated Metals(7)	14,312,941	15,081,603	+ 768,662	+ 5.4
Food, Beverage & Tobacco(11)	65,300,506	76,788,607	+ 11,488,101	+ 17.6
Machinery(11)	46,973,872	54,617,900	+ 7,644,028	+ 16.3
Mining(1)	943,745	836,722	− 107,023	− 11.3
Paper & Allied Products(9)	36,205,732	42,336,513	+ 6,130,781	+ 16.9
Petroleum & Gas(9)	214,689,949	224,224,542	+ 9,534,593	+ 4.4
Pharmaceuticals(8)	23,077,824	27,147,551	+ 4,069,727	+ 17.6
Primary Metals(10)	232,415,150	215,042,669	− 17,372,481	− 7.4
Printing & Publishing(8)	8,756,879	8,579,740	− 177,139	− 2.0
Rubber(5)	31,389,636	32,638,755	+ 1,249,119	+ 4.0
Stone, Clay & Glass(5)	21,569,159	20,965,026	− 604,133	− 2.8
Textiles & Apparel(4)	14,074,821	13,223,613	− 851,208	− 6.0
Transportation Equipment(10)	195,174,203	228,889,874	+ 33,715,671	+ 17.3
Total(134)	$1,138,301,321	$1,182,697,979	+ $ 44,396,658	+ 3.9
NONMANUFACTURING				
Banks(27)	$ 82,066,298	$ 82,027,409	− $ 38,889	n.s.
Business Services(2)	12,682	100,845	+ 88,163	+ 695.2
Engineering & Construction(1)	1,081,896	862,493	− 219,403	− 20.3
Finance(4)	12,981,076	14,085,809	+ 1,104,733	+ 8.5
Insurance(23)	230,113,665	224,508,042	− 5,605,623	− 2.4
Merchandising(5)	31,864,794	28,964,712	− 2,900,082	− 9.1
Telecommunications(1)	9,279,436	12,464,439	+ 3,185,003	+ 34.3
Transportation(3)	1,905,020	3,452,122	+ 1,547,102	+ 81.2
Utilities(10)	30,486,464	39,711,266	+ 9,224,802	+ 30.3
Total(76)	$ 399,791,331	$ 406,177,137	+ $ 6,385,806	+ 1.6
GRAND TOTAL(210)	$1,538,092,652	$1,588,875,116	+ $ 50,782,464	+ 3.3

(Numbers in parentheses show the number of companies reporting.)

*Some of the companies reported face value of bonds, which did not change during the year. Since some foundations were not established until 1984, changes in their asset values are not reported in this table, and the net change in these values will therefore differ from those reported in Table VIII.

Table X
Total Contributions and Support of Education in Relation to Worldwide and U.S. Only Pretax Net Income and Assets (000 omitted)

Worldwide	1979 730 companies	1980 659 companies	1981 712 companies	1982 513 companies	1983 471 companies	1984 392 companies
Total Contributions	$ 805,521	$ 959,249	$ 1,116,261	$ 1,255,464	$ 1,329,633	$ 1,423,855
Support of Education	303,876	362,494	407,270	511,725	518,713	553,517
Pretax Net Income	159,841,000	164,735,000	165,277,000	134,746,000	152,832,000	147,716,000
Assets	2,352,594,000	2,642,819,000	2,959,364,000	2,921,421,000	2,852,949,000	2,593,032,000
Total Contributions as % of:						
Pretax Net Income	0.503	0.582	0.675	0.932	0.870	0.964
Assets	0.034	0.036	0.038	0.043	0.047	0.055
Support of Education as % of:						
Pretax Net Income	0.190	0.220	0.246	0.380	0.339	0.375
Assets	0.013	0.014	0.014	0.018	0.018	0.021
Support of Education as % of Total Contributions	37.7	37.8	36.4	40.8	39.0	38.9

U.S. Only	543 companies	477 companies	525 companies	383 companies	368 companies	340 companies
Total Contributions	$ 498,063	$ 532,260	$ 681,494	$ 918,595	$ 1,011,374	$ 1,168,161
Support of Education	188,832	192,482	235,115	358,383	405,969	438,060
Pretax Net Income	74,711,000	65,963,000	81,833,000	79,334,000	89,035,000	89,013,000
Assets	1,218,375,000	1,190,370,000	1,552,140,000	1,637,241,000	1,600,112,000	1,540,271,000
Total Contributions as % of:						
Pretax Net Income	0.667	0.807	0.833	1.158	1.136	1.312
Assets	0.041	0.045	0.044	0.056	0.063	0.076
Support of Education as % of:						
Pretax Net Income	0.253	0.292	0.287	0.452	0.456	0.492
Assets	0.015	0.016	0.015	0.022	0.025	0.028
Support of Education as % of Total Contributions	37.9	36.2	34.5	39.0	40.1	37.5

Table XI
Support of Education, Two Survey Years (304 Companies Participating in Both Surveys)

Industry	1983 Worldwide Pretax Net Income (millions)	1983 Support of Education Amount (000)	1983 Support of Education % of PTNI	1983 Support of Education % of Total Contributions	1984 Worldwide Pretax Net Income (millions)	1984 Support of Education Amount (000)	1984 Support of Education % of PTNI	1984 Support of Education % of Total Contributions	% Change 1983-1984 Education	% Change 1983-1984 PTNI	% Change 1983-1984 Total Contributions
MANUFACTURING											
Chemicals(22)	$ 11,596	$ 65,085	.561	43.7	$ 13,950	$ 65,454	.469	44.4	+ 0.6	+ 20.3	- 1.0
Electrical Machinery(26)	16,678	68,961	.413	49.4	19,931	96,521	.484	53.6	+ 40.0	+ 19.5	+ 29.0
Fabricated Metals(8)	528	1,756	.332	33.6	524	2,727	.521	39.0	+ 55.3	- 0.8	+ 33.9
Food, Beverage & Tobacco(13)	5,890	19,399	.329	32.2	6,179	19,755	.320	31.0	+ 1.8	+ 4.9	+ 5.8
Machinery(15)	111	6,760	6.084	35.0	877	9,668	1.102	44.7	+ 43.0	+ 690.1	+ 11.7
Mining(2)	41	213	.513	65.6	36	431	1.193	74.6	+ 102.3	- 12.2	+ 78.1
Paper & Allied Products(12)	898	6,408	.714	36.9	1,338	7,764	.580	42.4	+ 21.2	+ 49.0	+ 5.4
Petroleum & Gas(16)	35,252	114,807	.326	47.9	36,670	118,718	.324	45.8	+ 3.4	+ 4.0	+ 8.1
Pharmaceuticals(11)	4,312	14,825	.344	28.4	4,708	18,381	.390	30.0	+ 24.0	+ 9.2	+ 17.7
Primary Metals(7)	485	11,911	—	45.2	1,535	12,438	.810	47.8	+ 4.4	—	- 1.2
Printing & Publishing(7)	792	5,510	.696	34.3	1,630	6,772	.415	33.8	+ 22.9	+ 105.8	+ 24.7
Rubber(5)	881	2,789	.317	43.1	1,058	3,380	.320	39.4	+ 21.2	+ 20.1	+ 32.1
Stone, Clay & Glass(6)	752	3,190	.424	33.4	1,111	3,850	.346	32.4	+ 20.7	+ 47.7	+ 24.6
Textiles & Apparel(4)	284	2,494	.877	54.4	225	1,805	.803	17.9	- 27.6	- 20.8	+ 119.7
Transportation Equipment(12)	10,967	38,511	.351	45.3	14,119	53,640	.380	42.5	+ 39.3	+ 28.7	+ 48.4
Total(166)	$ 88,496	$362,618	.410	43.7	$103,891	$421,302	.406	43.8	+ 16.2	+ 17.4	+ 15.8
NONMANUFACTURING											
Banks(31)	$ 4,515	$ 14,468	.320	28.8	$ 4,271	$ 15,450	.362	26.8	+ 6.8	- 5.4	+ 14.4
Business Services(3)	439	1,362	.310	39.8	548	719	.131	29.8	- 47.2	+ 24.8	- 29.6
Engineering & Construction(1)	17	85	—	23.7	9	106	—	31.7	+ 24.7	—	- 7.1
Finance(1)	153	404	.264	27.6	123	496	.403	32.4	+ 22.8	- 19.6	+ 4.4
Insurance(35)	1,788*	18,023	1.008	30.0	2,476*	18,020	.728	15.3	n.s.	+ 38.4	+ 95.8
Merchandising(10)	3,424	5,961	.174	13.2	3,565	6,374	.179	12.8	+ 6.9	+ 4.1	+ 11.0
Telecommunications(8)	5,188	9,474	.183	31.6	6,150	50,552	.822	65.4	+ 433.3	+ 18.5	+ 157.6
Transportation(7)	1,945	3,745	.193	29.9	2,683	4,334	.162	24.9	- 15.7	+ 37.9	+ 38.9
Utilities(42)	11,834	8,737	.074	25.3	13,055	10,258	.079	25.8	- 17.4	- 10.3	- 15.2
Total(138)	$ 29,269	$ 62,257	.213	26.2	$ 32,863	$106,308	.323	29.2	+ 70.8	+ 12.3	+ 53.1
GRAND TOTAL(304)	$117,764	$424,875	.361	39.8	$136,753	$527,610	.386	39.8	+ 24.2	+ 16.1	+ 24.1

(Numbers in parentheses show the number of companies reporting in both surveys.)
*Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax excluding capital gains and losses" the closest measure to pretax net income of corporations generally.

Table XII
Support of Education by Major Marketing Areas, 1984

Marketing Area	Worldwide Pretax Net Income (millions)	Support of Education (000)	Support of Education as % of PTNI %	Rank	Total Contributions (000)	Support of Education as % of Total Contributions %	Rank
Akron(6)	$ 1,400	$ 3,412	.244	15	$ 8,826	38.7	10
Baltimore(6)	136	2,069	1.517	1	5,071	40.8	7
Boston(13)	1,710	9,483	.555	4	19,884	47.7	2
Chicago(30)	11,106	26,914	.242	16	87,527	30.8	14
Cincinnati-Dayton(9)	1,889	10,210	.541	5	21,731	47.0	3
Cleveland(9)	3,658	13,563	.371	8	27,380	49.5	1
Dallas-Ft. Worth(7)	1,800	2,402	.133	17	8,701	27.6	16
Detroit(9)	11,294	39,881	.353	9	91,982	43.4	4
Hartford(7)	1,493	9,220	.617	3	22,738	40.5	8
Houston(8)	6,081	17,963	.295	12	41,960	42.8	5
Los Angeles(19)	8,238	24,284	.295	12	87,403	27.8	15
Milwaukee(7)	507	1,289	.254	14	5,173	24.9	17
Minneapolis-St. Paul(14)	3,165	21,282	.672	2	67,379	31.6	13
New York, Westchester, Southern CT/NJ(59)	51,196	217,136	.424	7	515,651	42.1	6
Philadelphia(19)	8,205	25,001	.305	11	72,659	34.4	11
Pittsburgh(12)	4,612	20,162	.437	6	50,303	40.1	9
San Francisco(9)	5,209	16,319	.313	10	49,118	33.2	12
Total(243)	$121,699	$460,590	.378		$1,183,486	38.9	

(Numbers in parentheses show the number of companies reporting.)
Marketing areas with fewer than five respondents are not listed.

Table XIII
Contributions by Manufacturing Companies, by Size of Worldwide Pretax Net Income and Assets, 1984

Pretax Net Income	% of PTNI Total	% of PTNI Education	Support of Education as % of Total Contributions	Assets	% of PTNI Total	% of PTNI Education	Support of Education as % of Total Contributions
Net Loss(10)			42.0	$ 25 million under $ 50 million(1)	0.631	0.567	89.7
Net Income less than $5 million(2)	5.347	4.029	75.1	$ 50 million under $100 million(1)	0.194	0.075	38.4
$ 5 million under $ 10 million(3)	3.215	1.360	42.2	$100 million under $250 million(18)	0.136	0.052	38.5
$ 10 million under $ 25 million(16)	1.761	0.480	27.3	$250 million under $500 million(28)	0.161	0.070	43.2
$ 25 million under $ 50 million(17)	1.027	0.350	34.1	$500 million under $ 1 billion(35)	0.115	0.045	39.5
$ 50 million under $100 million(35)	1.395	0.468	33.5	$ 1 billion under $ 2.5 billion(45)	0.125	0.044	34.8
$100 million under $250 million(48)	1.011	0.430	42.4	$2.5 billion under $ 5 billion(36)	0.135	0.040	29.9
$250 million under $500 million(30)	1.274	0.446	35.0	$ 5 billion under $ 10 billion(20)	0.121	0.055	45.8
$500 million under $ 1 billion(20)	1.085	0.384	35.4	$ 10 billion and over(20)	0.101	0.049	48.2
$ 1 billion and over(23)	0.780	0.376	48.2				
All Manufacturing Companies(204)	0.928	0.401	43.2	All Manufacturing Companies(204)	0.112	0.049	43.2

(Numbers in parentheses show the number of companies reporting.)

Table XIV
Total Contributions and Support of Education in Relation to Worldwide Pretax Net Income and Assets, 1984

Industry	Pretax Net Income (millions)	Assets (millions)	Total Contributions (000)	Support of Education (000)	Total Contributions as % of PTNI	Total Contributions as % of Assets	Support of Education as % of PTNI	Support of Education as % of Assets	Education Support as % of Total Contributions
MANUFACTURING									
Chemicals(28)	$ 14,876	$ 118,672	$ 153,572	$ 68,647	1.032	.129	.461	.058	44.7
Electrical Machinery(27)	20,012	128,000	180,654	96,660	.903	.141	.483	.075	53.5
Fabricated Metals(7)	525	4,871	6,641	2,589	1.264	.136	.493	.053	39.0
Food, Beverage & Tobacco(19)	7,629	51,678	83,223	23,657	1.091	.161	.310	.046	28.4
Machinery(16)	1,828	17,407	17,275	7,350	.945	.099	.402	.042	42.5
Mining(4)	245	3,650	2,150	964	.879	.059	.394	.026	44.8
Paper & Allied Products(15)	1,734	27,721	19,879	8,465	1.146	.072	.488	.031	42.6
Petroleum & Gas(19)	37,087	306,685	259,148	118,856	.699	.084	.320	.039	45.9
Pharmaceuticals(11)	4,708	26,786	61,312	18,381	1.302	.229	.390	.069	30.0
Primary Metals(7)	1,723	30,686	21,382	10,051	1.241	.070	.583	.033	47.0
Printing & Publishing(10)	1,967	10,277	23,486	7,813	1.194	.229	.397	.076	33.3
Rubber(6)	1,100	14,081	8,756	3,445	.796	.062	.313	.024	39.3
Stone, Clay & Glass(7)	1,297	10,856	13,427	4,475	1.036	.124	.345	.041	33.3
Textiles & Apparel(7)	364	4,744	10,527	1,939	2.889	.222	.532	.041	18.4
Transportation Equipment(12)	14,530	115,832	128,136	54,385	.882	.111	.374	.047	42.4
Total(195)	$109,623	$ 872,036	$ 989,567	$427,678	.903	.113	.390	.049	43.2
NONMANUFACTURING									
Banks(49)	$ 5,395	$ 738,835	$ 73,805	$ 18,980	1.368	.010	.352	.003	25.7
Business Services(4)	764	7,521	3,972	879	.520	.053	.115	.012	22.1
Finance(5)	1,016	98,082	6,718	1,973	.661	.007	.194	.002	29.4
Insurance(32)	3,469*	363,901	112,057	15,785	3.231	.031	.455	.004	14.1
Merchandising(16)	4,323	88,452	60,254	7,388	1.394	.068	.171	.008	12.3
Telecommunications(9)	6,306	90,946	77,426	50,593	1.228	.085	.802	.056	65.3
Transportation(8)	2,709	34,211	17,573	4,355	.649	.051	.161	.013	24.8
Utilities(51)	15,888	195,938	48,016	12,580	.302	.025	.079	.006	26.2
Total(174)	$ 39,870	$1,617,886	$ 399,820	$112,534	1.003	.025	.282	.007	28.1
GRAND TOTAL(369)	$149,493	$2,489,922	$1,389,387	$540,212	.929	.056	.361	.022	38.9
1983 Grand Total(471)	$151,570	$2,847,531	$1,327,838	$516,249	.876	.047	.341	.018	38.9

(Numbers in parentheses show the number of companies reporting.)
*Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax (excluding capital gains and losses)" — the closest measure to pretax net income of corporations generally.

Chart 2
Comparative Rankings of Educational Support, by Industry, 1984

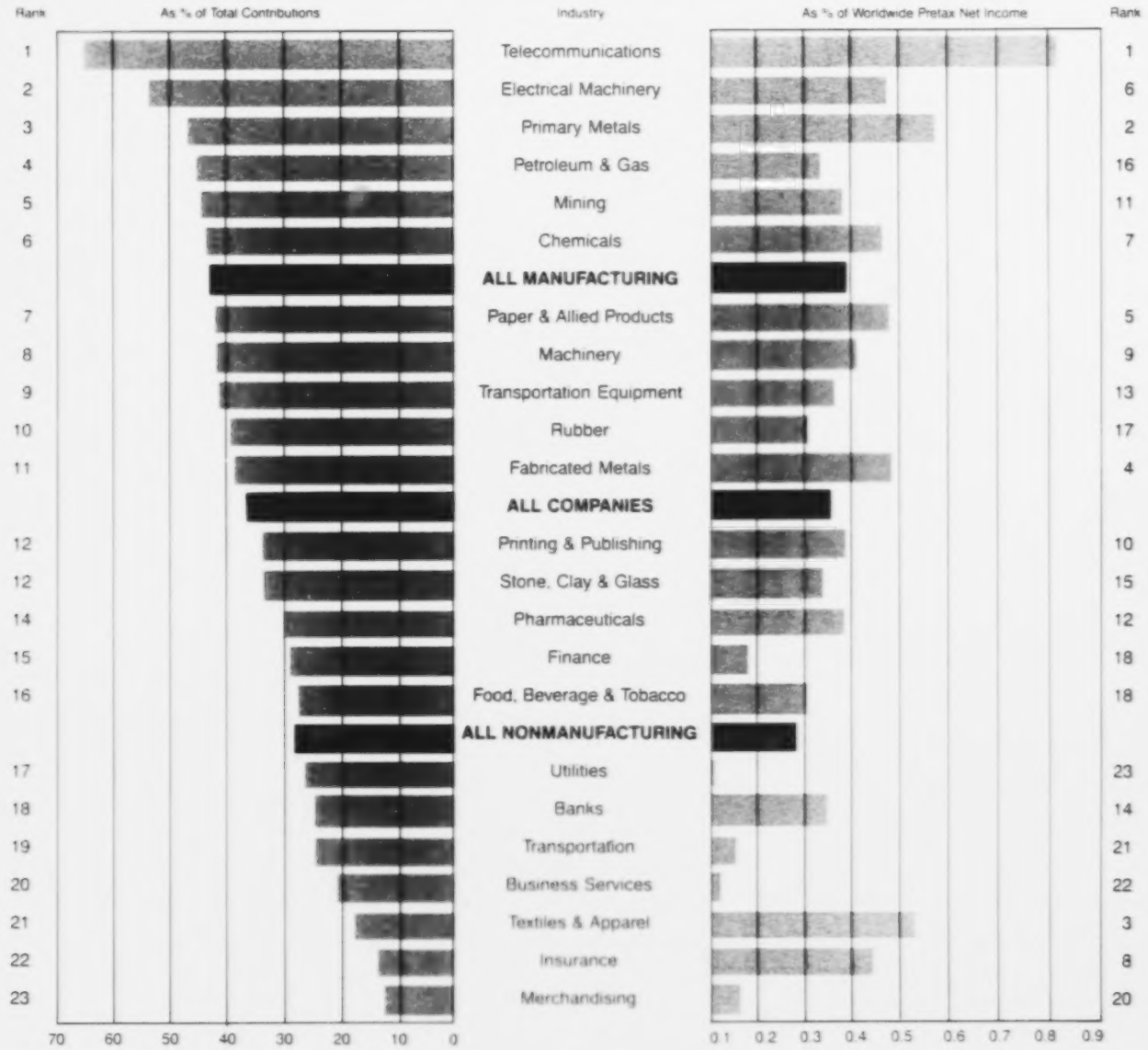


Table XV
Support of Education by Purpose

	1982 (534 companies) Amount	1982 (534 companies) % of Total	1984 (411 companies) Amount	1984 (411 companies) % of Total
Support of Colleges and Universities				
Direct Grants				
Unrestricted operating grants	$ 57,351,517	12.0	$ 38,719,218	7.7
Student aid	23,153,711	4.9	26,080,196	5.2
Departmental grants	114,562,163	24.0	63,109,864	12.5
Project and research grants*			112,142,892	22.3
Capital grants (including endowment)	46,845,124	9.8	30,309,103	6.0
Employee matching gifts	71,166,878	14.9	72,237,682	14.3
Total Direct Grants	$313,079,393	65.6	$342,598,955	68.0
Indirect Grants through Fund-Raising Consortia	17,380,919	3.6	13,013,952	2.6
Total Support of Colleges and Universities	$330,460,312	69.2	$355,612,907	70.6
Support of Other Educational Programs				
Scholarships and fellowships	$ 34,568,267	7.3	$ 22,991,278	4.6
Economic education	23,895,936	5.0	11,683,856	2.3
Education-related organizations	28,157,514	5.9	17,090,261	3.4
Other	40,907,924	8.6	70,220,774	13.9
Precollege Education	19,224,982	4.0	26,121,449	5.2
Employee matching gifts	(5,196,817)	(1.1)	(3,755,860)	(0.8)
Public school support*			(13,736,983)	(2.7)
Other	(14,028,165)	(2.9)	(8,628,606)	(1.7)
Total Support of Other Educational Programs	$146,754,623	30.8	$148,107,618	29.4
Total Allocated	$477,214,935	100.0	$503,720,525	100.0
Unallocated	44,998,108		57,949,044	
GRAND TOTAL	$522,213,043		$561,669,569	

*Breakdown not requested in 1982

Table XVI
Percentage Distribution of Purposes of Educational Support, by Industry, 1984

Industry
MANUFACTURING
Chemicals(25)
Electrical Machinery(23)
Fabricated Metals(8)
Food, Beverage & Tobacco(16)
Machinery(15)
Paper & Allied Products(14)
Petroleum & Gas(15)
Pharmaceuticals(11)
Primary Metals(9)
Printing & Publishing(9)
Rubber(5)
Stone, Clay & Glass(4)
Textiles & Apparel(3)
Transportation Equipment(9)
Total(166)
NONMANUFACTURING
Banks(27)
Business Services(3)
Engineering & Construction(1)
Finance(3)
Insurance(33)
Merchandising(7)
Telecommunications(7)
Transportation(4)
Utilities(36)
Total(121)
GRAND TOTAL(287)

(Numbers in parentheses show the number of companies reporting.)

Total Support of Education (000)	Support of Colleges and Universities							Support of Other Educational Programs						
	Direct Grants						Indirect Grants Thru Fund-Raising Consortia					Precollege Education		
	Unrestricted Operating Grants	Student Aid	Dept. Grants	Research Grants	Capital Grants	Employee Matching Gifts		Scholarships & Fellowships	Economic Education	Educ. Related Orgns.	Other	Matching Gifts	Public Schools	Other
$ 68,941	13.3	9.8	18.3	9.0	9.3	10.1	1.9	4.8	4.3	2.5	13.8	0.4	0.5	2.2
96,167	3.6	4.4	10.8	37.0	1.2	14.1	2.2	5.5	0.9	2.9	11.7	0.1	4.9	0.6
2,528	9.2	5.5	2.0	3.9	13.2	16.1	1.7	14.4	29.2	0.7	1.4	0.3	2.1	0.1
20,797	8.2	4.7	3.0	5.9	7.4	17.4	4.0	7.0	1.3	0.6	42.7	1.4	0.3	0.6
8,573	26.5	4.3	4.1	6.3	7.8	15.3	2.0	6.9	4.3	3.1	16.3	2.3	0.1	0.9
7,542	8.3	10.8	5.3	4.7	8.1	5.9	1.6	10.8	3.1	3.5	0.8	1.1	34.4	1.7
103,290	7.1	6.6	27.1	14.6	1.9	17.5	1.3	2.5	2.2	7.3	5.8	0.6	2.8	2.7
20,269	7.4	2.0	10.1	15.6	5.1	12.6	4.7	10.4	1.5	3.4	23.2	1.4	1.3	1.1
13,610	5.0	7.5	9.3	8.6	22.8	20.8	3.3	6.7	2.4	7.7	3.4	0.2	0.3	0.8
7,735	10.0	4.7	5.6	6.7	8.0	21.8	12.1	5.8	1.7	2.9	10.1	5.9	1.5	3.1
2,610	5.6	3.4	13.5	9.1	18.8	20.1	6.7	2.1	8.1	4.4	1.4	3.3	1.9	1.4
3,488	1.1	1.7	10.2	5.4	14.1	19.6	5.6	15.2	4.3	1.4	12.1	6.0	1.4	1.9
1,383	2.7	1.0	6.4	0.4	19.3	22.1	7.2	17.0	3.2	0.5	12.9	2.8	4.4	—
49,860	2.3	1.0	4.4	18.2	9.6	9.8	2.6	3.2	0.5	0.5	42.4	0.6	0.4	0.7
$406,794	7.1	5.6	14.6	18.0	5.8	14.2	2.4	5.0	2.2	3.7	16.0	0.7	2.8	1.5
$ 13,497	14.2	6.2	4.6	2.2	12.4	23.8	4.4	4.2	4.1	1.8	7.0	1.6	6.8	4.4
1,132	10.2	0.1	0.1	19.8	2.7	46.3	0.8	—	5.0	0.9	13.5	—	0.1	0.4
106	4.4	17.5	4.7	21.8	15.6	24.7	4.7	—	3.6	—	—	—	—	2.8
1,988	10.2	0.3	1.6	1.6	3.4	16.0	0.2	12.3	0.5	—	—	0.2	0.2	1.3
19,398	5.6	7.4	7.2	5.8	12.0	31.4	5.1	5.8	2.7	3.2	4.4	1.6	4.4	3.3
5,794	37.4	6.9	3.8	2.2	1.4	10.2	2.1	2.5	4.1	3.6	12.7	1.2	2.1	9.9
45,979	2.7	0.8	3.0	80.9	2.2	4.4	1.7	0.3	1.2	0.5	1.3	0.1	—	0.6
3,793	10.0	—	0.3	—	1.5	12.8	6.8	3.2	2.2	7.4	45.7	0.3	5.4	4.2
8,962	29.2	4.4	3.8	5.8	18.4	13.8	3.8	3.9	6.6	3.4	3.4	1.0	1.1	1.4
$100,648	9.6	3.4	4.0	39.3	6.9	14.4	3.1	2.7	2.6	1.9	5.3	0.7	2.2	2.4
$507,442	7.6	5.1	12.4	22.2	6.0	14.3	2.6	4.5	2.3	3.4	13.8	0.7	2.7	1.7

Appendix

Problems of Measuring Total Corporate Contributions

At the present time the only nationwide data on total corporate philanthropy in the United States are those tabulated by the Internal Revenue Service (IRS) from the corporate income tax returns filed each year. In some instances these figures include monies that were not actually paid to donees in that year, and in other cases they do not include all of the contributions dollars received by charitable organizations in the year.

Although the magnitude of the differences between the IRS figures and actual contributions is not now known, this survey is collecting data that may make future estimates possible. It is already evident that the differences are significant and that they vary from year to year, depending on business conditions, earnings on the assets of corporate foundations, tax regulations and other elements. Four factors contribute to the differences.

1. The figures reported by corporations on their income tax returns *include* contributions to company-sponsored foundations but *exclude* the gifts and grants made by these foundations. Company foundations were established primarily to insulate the flow of contributions from the ups and downs of the business cycle. Typically, therefore, the amounts given by a company to its foundation in a prosperous year will exceed the contributions made by that foundation, thus enabling the foundation to add to its reserve against leaner times. The IRS figures in this year will overstate the amounts actually given to donees. Conversely, in depressed times when company payments either slow or stop completely, the foundation will draw upon its reserves to maintain the level of its contributions program. The IRS figures for these years will understate actual gifts.

2. The tax code allows for carryovers of contributions from past years and into the future, thus distorting reported amounts of gifts and grants. The tax code provides that certain exclusions and deductions, not ordinarily recognized by generally accepted accounting principles, may be used by corporations in calculating their taxable income. These provisions can result in taxable income that is significantly lower than pretax net income. The code also provides that up to 10 percent of taxable income can be deducted for charitable contributions for taxable years starting after December 31, 1981. Anytime contributions exceed this allowable percentage, the excess contributions can be carried into the following years (Section 170(d) (2)). An unknown portion of the amount reported by corporations to the IRS *includes* excesses from previous years and *excludes* amounts paid during the current year that are being carried forward.

3. Many companies use the right to "prepay" contributions, as provided in Section 170(a) (2) of the tax code. Under certain circumstances contributions made in the first two and a half months of a year may be taken as a deduction from the prior year's income. An undetermined amount of the contributions reported to the IRS includes funds that were actually disbursed in the following year.

4. Special provisions allow mutual insurance companies, mutual savings banks, savings and loan associations and similar corporations to compute income taxes without reference to charitable contributions. These companies do not have to report their contributions when filing their tax returns. The size of these omissions is not known, but their effect is to cause the IRS figures to understate contributions.

It is clear therefore that the amount actually received by charitable organizations in any given year will differ from the amount tabulated by the IRS from corporate income tax returns for that year. Although the size of the difference is not known, 31 percent of the respondents to the 1984 survey indicated that the amounts reported on the company tax return were not the same as those reported in the survey.

Definitions: Contributions

Because of the problems with IRS contributions data outlined above, this report contains figures with different bases. The national contributions totals in Table I are from the IRS; all other figures on total contributions and support of education are based on figures reported by the respondents and *include* gifts and grants made by their company-sponsored foundations, as well as contributions made directly by the companies themselves, but *exclude* payments by the companies into their foundations. Most of these figures are for payments actually made during the year and exclude any carryovers or prepayments reported for income tax purposes.

Definitions: Financial Data

The information regarding assets and pretax net income is what the survey respondents reported in their consolidated financial statements. It includes dollars derived from overseas sources as well as from domestic operations. The data for companies without international operations are included in the "worldwide" figures. A number of companies, however, expressed an interest in information related only to operations in the United States since most contributions are limited to institutions in this country. A few comparisons are made using these domestic data, although worldwide figures are used in most of the analyses. The Conference Board's *Annual Survey of Corporate Contributions* includes additional tables with detailed comparisons of "U.S. Only" data.

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